



July 1, 2003

**OKLAHOMA BULLETIN NO. OK260-3-7**

**SUBJECT: INF - Conservation across America**

Purpose: **To promote conservation on private lands**

Expiration Date: **September 30, 2003**

In a continuing effort to promote, recognize, and showcase conservation on private lands in Oklahoma, we have developed a joint campaign that spotlights "Conservation across America", with the Oklahoma Conservation Commission, Oklahoma Association of Conservation Districts, and local conservation districts. Conservation signs are being provided for presentation to landowners practicing and demonstrating high standards of natural resource stewardship. Landowners who are participating in the 2002 Farm Bill should be given priority for recognition, but the goal is to provide public awareness of the shared efforts of the private and public sectors.

Each field office will receive four (4) 18"x 24" aluminum signs for each conservation district served by the office for use in this promotion. The signs are for distribution this year to landowners deserving recognition for their conservation efforts, past and present. Consideration should be given to agriculture operations that can serve as models of conservation stewardship. Selection of the recipients will be coordinated with local conservation district boards and staff. Presentation of the sign should be at the individual's property. This improves the landowner's personal recognition.

In addition, a framed sign will be provided to each field office (one for each conservation district served.) to display and draw attention to conservation measures being installed. This sign is available to landowners who are installing conservation practices and are willing to display the sign on their property. The landowner must understand the sign is temporary and will be removed when installation of the practice is completed. Landowners who have conservation practices scheduled, should be contacted for their interest in displaying a sign. The sign should be visible from a public road, but the practice does not have to be seen.

The goals of both of these efforts are:

1. Promote a sense of awareness of conservation practices being installed on a particular farm or ranch.
2. Produce acknowledgment and acceptance among producers who receive the recognition for installing conservation practices on their land.
3. Promote public recognition of "Conservation across America" as they pass by and see participation.
4. Develop a sense of pride in landowners for recognition of participating in a worthy conservation program.
5. Provide the field office and CD with a ready-source for success stories for use with local media.

DIST: AE

(MORE)

Field offices should contact local media for presentation of the signs. This is a great time to have a photo opportunity with the respective Conservation District Director. Field offices can complete several presentations and then space them out with the media to present a new sign each week as a continuing story. Attached is an information sheet that can be used by the media to develop stories suitable for recognizing individual producers.

Attached to this bulletin are information tools to assist with this promotion.

1. Colored graphic of Conservation across America Sign.
2. News release announcing initiative with media.
3. Fill in the blank photo caption for new landowner each time signs are moved.
4. Graphic for attaching the sign to fence.

I appreciate your time in promoting this initiative. It is anticipated this effort will continue in future years. Forward any suggestions and comments for improving or expanding this effort through your Team Coordinator to the Quality Leadership Team.

Please provide the State Public Affairs Office with copies of local news articles, through proper channels, as this project develops.

A handwritten signature in black ink, appearing to read "M. Darrel Dominick". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

M. DARREL DOMINICK  
State Conservationist

Attachments